



**Seminole County
Convention & Visitors Bureau**

Sales Plan
(Fiscal Year 2003-2004)

Submitted by:

Karen L. Brown
Marketing & Sales Manager

October 2, 2003



2003 – 2004 Sales Plan

Table of Contents

Overview of Seminole County – Where We Are!

Competitive SWOT Analysis – Who We Are!

Positioning Seminole County for the Future – Where We Are Going?

Implementation Detail – How Will We Get There?

Sales & Marketing Tools Analysis – What We Will Use To Get There!

Timeline – When Will We Get There?

Overview of Seminole County – Where We Are!

Locale & Position

Seminole County is located in Central Florida just fifteen minutes north of downtown Orlando. Seminole County's advantageous character stems from its close proximity to the world's top vacation and business destination, Orlando, Florida. Seminole County offers guests the opportunity to spend their Central Florida vacation, business trip, or sports outing at an easier pace while enjoying many of our natural attractions and still be close to the excitement of Orlando and Florida's beaches.

The St. Johns River is the jewel in the crown of Seminole County. Historic Sanford, the Central Florida Zoo, an intricate nature/trail system, some of the best lazy river canoeing in Florida, freshwater fishing as well as Native American and Pioneer history all provide visitors a glimpse of the "real" Florida. First class

hotels, restaurants, fine golfing and shopping venues round out our offerings for all types of visitors.

During the 2003-2004 fiscal year Seminole County will heavily target previously untapped markets.

- Corporate Travelers
- Meeting Planners
- Leisure Drive Market/Nature Niche
- Sporting Events & Leisure Golf

To effectively target each of the above markets a competitive analysis must be conducted.

By examining each individual market, Seminole County's current position and its competitiveness can be determined. Due to the unique location of Seminole County, two types of competitors must be considered when analyzing our current market share situation in each projected target area. Local geographic competitors pose a challenge due to larger budgets and universal brand identity. Additionally Seminole County competes nationally against counties and cities of similar size and activity offerings.

Competitive SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats) – Who We Are!

Corporate Business Traveler

Business travel is dictated by the economy, area commerce and corporate headquarters. Corporations will send their staff where they can make the highest profit for the lowest cost. Although Seminole County sits in close proximity to several large business centers – Orlando, Tampa and Jacksonville – it contains many strengths that the CVB can draw upon to capture additional market share. Seminole County, within the last five years has become the home to many new corporations and is positioned along Central Florida's High Tech Corridor. New feeder city flights into the Orlando Sanford International Airport are one of the strengths that the CVB will draw upon in 2003/2004.

Even though this market is largely determined by the needs of the consumer, there is room for competition. Because Seminole County is so close to the Orlando, Tampa and Jacksonville markets those areas become attractive over Seminole because of close proximity to the beaches, fine golfing and other activities that can be included as a pre or post business trip addition. However, these options often serve as detractors. Many companies are moving towards a "strictly business" program for their travel and meetings.

Counties and cities similar in size to Seminole such as Polk, Lake and Daytona also pursue the Business Travel market, but like Seminole the advertising focus for this group usually concentrates on the premise “if you have to come here for business, you can still have a relaxing time.” This is almost an in-market strategy aimed at the business traveler which has already made the decision to stay in one of these particular markets. Business traveler market share is currently determined by the amount of commerce indigenous to each area.

Corporate Business Traveler – SWOT Analysis

Strengths – Proximity to Orlando and the Orlando International Airport, Central Florida High Tech Corridor, Diverse group of properties geared toward the business traveler, Overall lower resort tax by 2% to 8%, well developed highway system

Weaknesses – Travel choices limited by needs of corporate traveler, Declining travel budgets, Proximity to major Florida corporate cities

Opportunities – Thriving Economic Development department within Seminole County, New domestic carriers at the Orlando Sanford International Airport from major industrial communities (i.e. – Rockford, IL), Extending business trips for golf / golf packaging, major corporations in area

Threats – Economic decline in the technology community, Economic incentives offered by other communities.

Meeting Planner

Orlando/Kissimmee, Miami, Jacksonville and Tampa are the major meetings players in the state. These areas have the exclusive market on large convention, expo, tradeshow and meetings business (over 1,000 people). However, each of these markets has a thriving hotel meeting space market which is in direct competition with Seminole County for smaller meetings (Under 1000 people). The perceived value of having a small meeting in these areas provides a challenge for Seminole County. The advantage in bringing meetings to Seminole County is rooted in the fact that a less busy location can increase attendance during business portions of a conference or meeting. Seminole County also has the advantage of a natural Florida setting providing a more relaxed approach to the meeting. It is also important to note that large metropolitan destinations desire larger meetings which produce more room night revenue and too often small to medium sized companies feel that their meetings are more easily lost in the shuffle. By effectively promoting these strengths Seminole County can begin to become a central player in the meetings market.

Seminole County is a fringe community to Orlando. Other large cities with fringe communities such as Atlanta, Georgia; Raleigh, North Carolina and Birmingham, Alabama are competitors due to the seasonality of the state and frequency of Florida meetings within organizations. Within Florida, fringe communities such as Ft. Lauderdale (Miami), St. Petersburg (Tampa) and Kissimmee (Orlando) also offer similar meeting space availability, attractions and amusements.

Meeting Planners – SWOT Analysis

Strengths – Proximity to Orlando, Less hectic environment, better attendance in meetings, unique venues for team building and off site functions, Golf

Weaknesses – Transportation system for attendees, not a major metropolitan area, lack of *convenient* activities such as dining and shopping, No brand recognition as a meeting destination.

Opportunities – New destination idea, Orlando Sanford International Airport Domestic Fly-in traffic, Amtrak, excellent small meeting venue, Associations that bring meetings coupled with sports events.

Threats – Terrorism and war and the negative effect on travel

Consumer - Leisure Market (*Drive Market, Nature Niche & International*)

In Seminole County the consumer market has been traditionally defined by the following categories: Drive Market, Nature Heritage and International Visitor.

Drive Market

The I-95 corridor provides a steady flow of visitors to Central Florida. Orlando, Kissimmee and the Space Coast have done an excellent job of promoting to the leisure visitor. Brand name attractions, beaches and affordable rates for the family combine to provide a hard to beat vacation package.

Other popular drive market destinations in competition with Seminole County include Savannah, Charleston, Daytona, St. Augustine, Panama City, Pensacola, The Florida Keys and other Florida coastal communities. These destinations offer similar activities, seasonal rates and get-a-way qualities that all types of leisure visitors (i.e. – families, seniors, honeymooners, etc...) can enjoy.

Seminole County has many advantages for the leisure visitor. Due to a central location between Florida's Space Coast, Orlando and Daytona Seminole County

is an excellent hub for a Central Florida vacation. Nature/heritage activities, unique shopping and dining opportunities and a thriving hotel business complete the array of offerings for the leisure visitor.

Nature Niche

Visit Florida statistics state that most visitors to Florida decide to add a nature heritage activity to their trip once they arrive. Each of these areas (Polk, Brevard and Lake Counties) provide a nature heritage component highlighting their cultural and natural attractions, but it is often viewed as an in market addition by the visitor and as an advertising afterthought for the destination. In most cases the nature areas in these destinations are little more than a promotional extension of existing parks, trails and wetlands originally intended for residents or educational purposes. However, due to the overwhelming popularity and larger budgets of these destinations the nature message though weaker, is spread in greater volume.

Nature Heritage competition abounds among the smaller destinations in Seminole County's drive market. Polk, Lake and Brevard Counties just to name a few are all in Central Florida. Destinations like Okeechobee, Northern Georgia, Lee Island Coast and a myriad of others have well developed nature heritage offerings and in fact, offer these as the primary activity of their destination. In many cases it is advertising, promotion and word of mouth through nature oriented organizations that determine the division of market share among these destinations.

Seminole County shines in the Florida nature heritage market as a premiere destination. Close in proximity to Orlando a trip to Seminole County is easily added. Unique destinations such as the St. Johns River, the Central Florida Zoo, Wekiwa Springs State Park and the Little Big Econ State Forest are popular sites for visitors. Partnership with the Rails to Trails program and many cities within Seminole County's borders provide a well developed trail system that will eventually connect to the rest of the state. Constant brand imaging of as Florida's Natural Choice during the past few years has helped to increase Seminole County's visibility in this market.

International Market

Visitors from the UK are the top international feeder market into Florida, and most especially Central Florida. Orlando, Miami, Ft. Lauderdale, and the entire Southwest coast of Florida are Seminole County's major competition for the British. Pre-packaged vacations to these areas are plentiful and affordable. Threats of economic downturn, terrorism and war have affected this market during the past two years but the British seem to be a rather resilient customer base.

The Orlando Sanford International Airport (OSI) provides a unique opportunity for Seminole County. 55% of UK travelers to Central Florida fly in to the Orlando

Sanford international Airport. Charter flights from the UK deliver first time visitors as well as a large number of repeat visitors to this area. First time visitors usually have purchased a re-packaged Orlando Vacation. The repeat visitors generally are more flexible with their schedule as well as a little more familiar with the Central Florida area. These repeat “fly and drive” visitors are a good target market for first and last night stay business for Seminole County. With a more defined presence at OSI more of these UK visitors can be captured.

Consumer - Leisure Market (*Drive Market, Nature Niche & International*) –
SWOT Analysis

Strengths – Proximity to Orlando, Daytona and Space Coast abundant nature heritage activities, the “Real Florida”, individual and family sports facilities

Weaknesses – Off the beaten path, not seen as a primary guest area

Opportunities – Backyard marketing to Seminole County residents as ambassadors of the county, Packaging, Targeted marketing to nature associations, Work together with Seminole County Natural Lands to promote nature offerings, Cooperative opportunities with neighboring communities such as Daytona to capitalize on events like Bike Week and Speed Week, Work with communities within Seminole County to create events that will increase weekend hotel stays

Threats – Attractions with more brand recognition, beaches, tour operators unwilling to sell Seminole County because of a smaller profit margin.

Sporting Events

Sports have become a popular volume money maker for tourism in Central Florida. The Disney Wide World of Sports facility has the ability to host many different types of large sporting events in an all inclusive environment and provides major competition to surrounding areas. However, this facility is more expensive and offers only pre-packaged programs and is in-flexible in event logistics. Kissimmee and Brevard are also strong competitors and can offer more availability and usually better lodging rates to participants. However, it is consistently commented by sports organizers that Seminole County’s facilities though very similar to Kissimmee and Brevard. Seminole County offers a better variety of sports venues (i.e. - softball, multi-use soccer fields, swimming/diving, tennis, etc) of a better quality with more value and less expense.

Sports organizations choose destinations based on many factors such as major team competitors, central location, climate and price. In truth Seminole County competes with many destinations throughout the nation. Many of the same reasons meetings go to other areas (seasonality, frequency to Florida, etc...) affect a sports organizations' decision to come to Central Florida. Polk County, Daytona and Jacksonville are the other Florida cities which comprise our major competition in this target market. Southeastern competitors include Alabama, Georgia and the Carolinas.

Seminole County has many of positive attributes which makes it more attractive to youth and adult sports organizers. Close proximity to Orlando and a variety of facilities provide an attractive package. The natural settings in Seminole County make training a year round option. Seminole County fields can be used for different types of sports (i.e. – soccer, lacrosse, rugby, etc...). Multi-use fields along with tennis, swimming/diving, softball and various others offer more choice in a very competitive market.

Sporting Events - SWOT Analysis

Strengths – Proximity to Orlando, excellent facilities, diverse offerings, good support mechanisms (i.e. – Central Florida Sports Commission & Altamonte Sports); Sales and Service, Marketing cooperative dollars, great pricing structure, cohesive parks and recreation department teams

Weaknesses – Accountability for grant money and room distribution, Weak brand recognition as a sports destination

Opportunities – Work to install a full-time tenant at Sylvan Lake, more CVB involvement of event promotion, more cooperative opportunities for the industry to get involved with sports.

Threats – Economic downturn causing travel to decline, Incentives offered by other sports destinations

Positioning Seminole County For The Future – Where Are We Going?

The past year has been a challenge for Seminole County tourism. Declining revenue has lowered the budget and has put the construction of a new county conference center permanently on hold. Private enterprise may go ahead with this project providing a positive economic impact to the industry. This facility would offer the opportunity for small consumer shows, small trade association meetings and reunions. As more companies move into the County this provides opportunity for additional revenue for the proposed conference facility. Because the private entity will take on the hard cost of the center, this provides the monies to further promote its other facilities.

There is over sixty thousand square feet of meeting space in Seminole County hotels. The Seminole County CVB is putting a meeting component into the marketing strategy to aid hotel sales staff with bringing small meetings to our area. A hotel meeting and unique venue space guide is being created. This comprehensive guide will be a valuable visual aid in aggressively selling the idea of meetings in Seminole County. It is of the utmost importance to position Seminole County as a new and premiere meetings destination in Central Florida. The CVB plans to target meeting planners, incentive and corporate travel planners through a series of trade shows, sales calls, website promotion and special events.

With the development of first class sports facilities in Oviedo and Winter Springs, it should only be a matter of time before a few well placed properties near the 417-Greenway will be constructed. During the sports off-season the marketing strategy could be effective with a local “stay in your own backyard” message. The addition of a new sports tenant at the Lake Sylvan facility will increase the number of room nights and economic impact into the county.

Overall Sales Approach

The Seminole County CVB will take a multi-faceted approach to sales and marketing. The CVB is committed to concentrating on four very different and previously untapped markets in an attempt to diversify the Seminole County customer, and increase room night business. The ultimate goal is to help this newly diversified customer to become a hybrid turning to Seminole County for the majority of their travel, sporting, business and meeting needs.

A new brand awareness campaign will be put into motion. The primary message of this campaign will be crafted, establishing the Seminole County Convention & Visitors Bureau as the expert medium driving business into the county.

The CVB will pursue these markets using a multi-media approach as we have in the past. Since this is a first time effort for some of these markets the CVB will try a few different trial combinations of advertising, sales and promotion to

determine the right mix for each market. In an effort to maximize the current budget the sales and marketing team is eagerly anticipating developing more creative methods for cost effective promotion.

>Print – Print advertising has historically been a staple of the CVB media budget. More cooperative advertising opportunities than ever will be offered to the Seminole County industry. With our new focus markets a new brand image campaign complete with more creative and targeted taglines will follow. There will be fewer placements with more impact run greater in repetition providing the brand awareness coverage sought for each of the targeted markets. New photography will round out the print advertising medium for the next year.

>Internet – Internet advertising has begun to gain strength and the CVB Marketing & Sales team is diligently working to devise creative strategies with this advertising tool. Additional advantages to the Internet include more cost efficient placements, creative design and definitive tracking.

>Website – The Seminole County CVB continues to develop the www.visitseminole.com and www.northorlandohotels.com websites. Over the next year these too will reflect the new brand image campaign and be redesigned by summer of 2004. The WorldRes Booking engine has just been added. In order to have this program produce to its potential more promotion of both sites will be initiated. The meetings and sports portion will feature “real time” Request for Proposals and the ability for organizers to sort facilities.

>Video – The CVB has created a six minute promotional video highlighting the county. It has been duplicated and forwarded to the industry. The CVB encourages the industry to incorporate this video into staff training, as well as external sales efforts and internal promotion. Additionally this video resides on www.visitseminole.com as a direct consumer marketing piece. Plans to customize the video by market (meetings, sports, leisure, etc...) will be reviewed.

>Trade Shows - Cooperatively or independently Seminole County is represented both internationally and domestically at the best 20 industry trade and consumer market shows. Leads generated at these shows are distributed to the industry via www.visitseminole.com. Attached is the full trade show calendar including registration and travel budgets.

>Familiarization Trips – The SCCVB will continue to host at least two familiarization trips for key travel writers in order to obtain positive editorial coverage of the area. The Sales Department will try to augment media FAMs with sales related contacts such as meeting planners, tour operators and travel agents. Plans for a reunion and corporate FAM will be implemented. As always the CVB will continue to offer individual opportunities to sales and media contacts unable to attend group FAMs.

>Industry Networking and Education – The CVB Sales Department will begin offering a quarterly networking function designed to bring together the Seminole County industry and various contacts from the surrounding area such as meeting planners, tour operators, corporate travel planners and Human Resources personnel. Beyond formal functions the Sales Department has developed an industry wide E-Mail system that provides faster and more accurate communication with the industry. Tourist Development Council (TDC) Meetings will become “Briefings Over Breakfast.” Educational hands on marketing sessions hosted monthly by the CVB for the Seminole County industry.

>Fulfillment Marketing – In a very short time the CVB will have three separate publications for fulfillment. The Explore Seminole County Visitor guide will continue to be sent to individual consumers. A meeting guide outlining hotel meeting and unique venue space will be produced and used for promotion to the meetings and corporate travel planner market. The CVB is also producing a facility inventory for the sports market.

>Direct Consumer Marketing – The SCCVB hosts three separate locations for direct marketing. Locations include: The Tourist Information Center in Longwood, the Visitors Center in the International arrival area of OSI and the International Departure Lounge at OSI. The addition of an arrival area for domestic travelers is also being explored. The utilization of these facilities will be analyzed over the year and creative yet cost efficient solutions for maximum efficiency and promotion will be considered. Currently brochures are distributed along I-95 and I-75 within Florida. Expanded brochure distribution along the I-95 and I-10 corridors is planned.

>Sports Marketing – Golfpac, a golf vacation package wholesaler, the Central Florida Sports Commission (CFSC) and Altamonte Sports are three private sports entities with which the SCCVB works. The CFSC primarily promotes Seminole County team sports venues. Altamonte Sports concentrates on hosting team sports within the City of Altamonte Springs; while Golfpac markets the North Orlando Golf Adventures golf vacation packages to individuals and families. The SCCVB will continue to provide the CFSC with promotional collateral and support. Accountability measures for the promotional monies granted to events will be reviewed, revised and set for reimplementation. Likewise the hotel room distribution system for sporting events will be reviewed and revised. The CVB will establish a quarterly networking session for all sports entities in Seminole County and pass the information to the industry. The Seminole County relationship with Golfpac will be reviewed and increased for more golf bookings.

>Cooperative Marketing – The SCCVB simultaneously works with other partners such as, Visit Florida, The Orlando Orange County Convention & Visitors Bureau and other various Central Florida and OSI feeder city convention

& visitors bureaus to promote the Central Florida region as a tourism destination. New ideas for cooperative partnering include relationships with targeted organizations, like Harley Davidson and the National Trails Associations.

Seminole County – Strategizing for the Future

Based upon the new market focus the Seminole County CVB has revised the existing mission statement.

Our Mission is to market and promote Seminole County as a unique destination, attracting significant numbers of new and repeat overnight visitors to enjoy our many value-added leisure, business, sports, meeting and nature-based offerings, thus creating a positive economic impact on our community.

The primary focus of the SCCVB mission statement is to increase awareness of the area as a visitor destination in order to make a positive economic impact on the community. The new target markets provide this department with a clearer picture of how to approach the marketplace. The sales and marketing efforts will be broken down into the following categories: Corporate/Business Traveler; Meetings Market, Drive Market/Nature Niche and Sporting Events. The underlying theme to all of these categories is a direct call to the consumer to stay in a Seminole County hotel no matter the reason for their visit.

Corporate Travel

>Establish a cross-promotional campaign between Seminole County hotels, attractions, restaurants, shopping venues, gyms, etc. to offer incentives for pre- and post-business trip stays.

>As a part of the promotional campaign to increase stays, include an incentive encouraging business travelers to bring their families.

>Target corporate travel agents, associations and publications in OSI feeder cities such as Columbus, Portsmouth, etc...).

>Establish a working database of local HR Directors and aggressively market the positive aspects of Seminole County as a Business Travel Destination.

>Place targeted advertising within Florida business publications highlighting Seminole County as a prime destination for business travel, (i.e. – Jacksonville Business Journal)

>Establish a designated portion of the www.visitseminole.com website for Business Travelers and encourage the hotels to promote it to their guests for future use.

>Establish membership in the Central Florida Business Travel Association (CFBTA) and the National Business Travel Association (NBTA), and actively seek to gain brand recognition through formal events, mailings and other various types of cross promotion.

> Concentrate on the “high tech” nature of the businesses in Seminole County and give strong representation to this community in business travel targeted advertising and promotion.

>Designate a portion of the Explore Seminole County Official Visitors Guide and the proposed Meetings Guide as a section for Business Travelers including a sales effort to appropriate services

>Produce a cooperative strategy with Golfpac through the hotels; targeted specifically to extend the stay for the Business Traveler.

Meetings (Corporate, Government, Association, SMERF, Etc...)

>Produce a comprehensive guide of the hotel and unique venue meeting space within Seminole County.

>As a companion piece to the “hard copy” guide provide an interactive portion of the www.visitseminole.com website for meeting/event planners.

> Create a brand image presence as a prime small/medium-sized meetings/events destination at trade shows where the CVB can produce qualified and comprehensive leads for the industry.

>Sales Missions to OSI feeder cities and drive market destinations (Southeastern United States) to introduce Seminole County as a viable meetings/events destination in Central Florida. This would include an airline and rental car incentive component.

>Create a comprehensive/working database of meeting planners, and regularly send interactive communications (such as newsletters, surveys, etc...) to gauge the needs, concerns and preferences of their clients.

>Create a Meetings Services program for local vendors such as florists, AV, etc... This would be a definite revenue generator.

>Establish a working relationship with the local chapter of Meeting Professionals International (MPI), Greater Orlando Area Meeting Professionals International (GOAMPI) to introduce the idea of promoting meetings in “your own backyard.”

Consumer – Leisure Market (*Drive Market, Nature Niche & International*)

>Continue to advertise in volume type publications and websites (i.e. – Orlando Visitors Guide, Southern Living, etc...) to reach the leisure market. A new branding and image campaign will more than likely cause a spike in the level of interest in Seminole County.

>Attend only targeted consumer trade shows.

> Cultivate better relationships with nature based organizations in order to promote Seminole County’s natural recreational resources to a specific target audience. This would include hosting events in conjunction with the Seminole County Natural Lands department to promote the trails and wetlands to potential {Overnight} visitors, and creating association member discounts.

>Create a cooperative advertising program with OSI feeder cities to increase traffic into and out of OSI.

> Implement a targeted advertising/marketing strategy to boost the reservations on the WorldRes real time booking engine housed on both www.visitseminole.com and www.northorlandohotels.com.

> Continue to encourage the hotels and attractions to work together to produce hotel driven packages.

>Continue relationship with Visit Florida, taking advantage of low cost co-op opportunities such as travel agent sales missions, feeder market trade shows and focused publications. (i.e. – Undiscovered Florida and the Official Florida Visitor’s Guide)

>Continue to work with International and receptive tour operators to create brand awareness of Seminole County.

>Assist Seminole County industry in providing packages for first and last night stays for UK visitors utilizing OSI.

Team Sports and Leisure Golf

>Create a sports facility inventory marketing brochure.

- > Redesign the sports portion of www.visiteminole.com to be more interactive and sports organizer oriented.
- > Create a sports specific calendar on www.visitseminole.com that is more comprehensive and geared for hotel and attraction sales.
- > Provide more sports cooperative advertising and promotional opportunities to the industry.
- > Continue to support the efforts of the Central Florida Sports Commission Altamonte Sports and other sports promoters with media, promotion and visitor services.
- > Step up the CVB's commitment with Golfpac in an effort to generate more room nights especially in critical time periods such as weekends and holidays.
- > Continue to work with Golfpac to educate Seminole County hotels and golf courses in the art of generating net rates that are reasonable to golf travelers and tiered for shoulder and slow periods.
- > Develop a services program for area sports event organizers

Issues & Opportunities

Seminole County has an opportunity to capitalize on its strengths to draw in new and increase existing markets. Convenient location will be an overall key element in the new branding campaign. However, positive selling points will help to form each market's message. A variety of unique venues for meetings, a varied choice of sports facilities and a host of leisure activities combine to present a strong yet diverse offering with many cross promotional opportunities.

Lower revenue, less budget, falling occupancy and fairly steady new hotel construction have been and will continue to be a challenge for the Seminole County industry for the 2003-2004 fiscal year. All of these issues facing Seminole County tourism as well as the Central Florida tourism community at large are definite and tangible challenges. However, Seminole County is prepared to venture into the previously untapped markets of meetings and corporate/business travel. A renovated strategy towards sports and leisure is greatly anticipated by the industry to increase revenue. A new brand image will also energize Seminole's message in all aspects of promotion and advertising.

Implementation Detail – How Will We Get There?

The Seminole County Convention & Visitors Bureau is charged with steadily increasing the number of overnight visitors to the county. The 03-04 fiscal year presents the opportunity to break ground in previously untapped markets. Business travel, meetings, drive market/nature and sports are all segments that will be aggressively marketed. Cooperative and multi-media approaches to implementation will provide diversified brand recognition in each market segment.

Corporate Travel

Business Travelers still comprise the largest share of travelers to Seminole County. The new focus for this market is for the CVB to get involved, and provide the hotels with more resources for cooperative advertising and promotion.

Devising promotions to transform corporate travelers into leisure travelers and meeting attendees will be one of these new targets. Marketing efforts targeted toward enticing business travelers to return to the area with their family would be beneficial in increasing weekend business in hotels.

Preferred Audience within this target market – Extended hotel stay traveler looking to use Seminole County as a hub for all Central Florida business. Traveler prone to extend his stay and bring family. Traveler looking for dining, shopping and entertainment options close to his hotel.

>Survey the industry to find out an “across the board” approach for initiating a cross promotional campaign encouraging business travelers to extend their stay and bring the family.

>Create a working database of corporate travel agents in OSI feeder cities and aggressively market an industry wide promotion via email.

>Work together with the Economic Development Department to create a comprehensive database of qualified local HR directors and offer Industry promotions (Attractions, golf, shopping, restaurants, etc...) geared for business travelers already coming to Seminole County. These would include incentives for extended stay and families.

>Provide a unified advertising campaign under an agreed image, geared toward the business traveler. Include components for the Internet, visitor guide and out of market advertising in drive market cities such as Jacksonville and Tampa.

Meetings (Corporate, Government, Association, SMERF, Etc...)

The hotels and unique venues in Seminole County have a combined total of sixty thousand square feet of meeting space. The Seminole market is limited to small and medium sized meetings. Corporate government and association meeting planners will be targeted for groups under 250. Small meetings, conferences, board meetings and functions with a limited need for break out space will be prime targets.

The CVB will devise promotions and actively pursue direct marketing avenues to brand Seminole County as a meeting destination. Trade shows, advertising and a new meeting planner collateral piece will help to anchor Seminole County's position as a meetings player in Central Florida.

Weekend meeting business will also be key in generating revenue. Small to medium sized (20-200 participants) military and family reunions, as well as Florida association will be heavily targeted

Preferred Audience within this target market –

Corporate, Government and Association Meeting Planners – Ideal planners for this market are those looking to book small 2-5 day conferences with at least 125 peak room nights, a general attendance of fewer than 250, minimal break out space, and with a propensity to book off site functions at unique venues within the county.

SMERF – Reunions and Group Leaders – Ideal leaders for this market include those looking to book in hotels 25-50 peak nights with generous pre-and post-stays and plan at least two large functions within the hotel or at an off site unique venue.

>Hotel and unique event venue space guide will be used to aggressively market Seminole County at tradeshow, as a planning piece. A companion piece on www.visitseminole.com will be used as a contact capturing mechanism as well as an informational outlet.

>Brand image presence will be better defined with new photography, fresh copy and an overall new look.

>Sales Missions will be cooperative opportunities for the Seminole County industry in order to maximize cost effectiveness. These missions will be used to gather data for future direct marketing efforts.

>Military and Family reunion FAMs are an excellent way to showcase the county and provide avenues for cooperation between industry partners.

>Survey the hotels on the services most often used in their properties (i.e. – AV, florists, etc...) Offer an affordable allied membership program to these services with an incentive package built into their membership.

>Host more targeted events for local MPI membership.

Drive Market/Nature Niche/Leisure

Leisure business has traditionally received the largest portion of advertising and sales budget dollars. The budget has been more equitably divided between the mentioned target areas (Business Travel, Meetings, Sports and Leisure Golf) in the 03/04 fiscal year. While the leisure market will still receive a slightly larger portion of the budget the overall share has decreased. More concentrated efforts in a smaller target area will be the result.

Top drive market feeder cities include many Florida communities such as greater Jacksonville, Tampa and Miami. A greater emphasis will be placed on the Florida drive markets through direct mail and consumer trade shows. Other top feeder cities include Georgia and the Carolinas. Visit Florida sponsored sales missions provide a cost effective method for reaching consumers and travel agents in these markets.

Domestic fly in traffic is also a key market for Seminole County. Many new options exist for cross promotion. With the initiation of Trans Meridian Airlines and the addition of several new markets by existing domestic airlines there are plenty of opportunities to promote Seminole County as a Central Florida leisure destination. International efforts will be more targeted on the UK. Efforts to cross promote with the charters at OSI will be increased in an effort to continue educating the UK market about the benefits of Seminole County as a first and last night stay option.

Our advertising for each new target area will contain the nature heritage message since that is Seminole County's overall greatest visitor resource. However, the Nature Heritage visitor will be pursued in a slightly different manner. We will use the "Natural Choice" slogan as a transition but it will not be highlighted as in the past. Nature and Heritage organizations will targeted over the individual consumer. Groups, organizations and meetings within the nature heritage category will be the primary sales and advertising focus.

Amtrak and Auto Train customers are a viable market for Seminole County. We are ready to offer packages once more definite marketing vehicles are presented by Amtrak.

Preferred Audience within this target market –

Drive Market – Families looking for a “Real Florida” vacation experience. 3-4 nights in a Seminole County Hotels and utilizing close proximity shopping, dining and entertainment. Also looking for those looking to add a nature heritage component to their Central Florida vacation – 1-2 days in Seminole County hotels, 1-2 attractions with shopping and dining.

International – Repeat UK visitors on a Fly and drive package looking for a first and last night stay in Seminole County. Last minute shopping and dining

>To maximize Seminole County’s effectiveness in volume publications, editorial and web value added opportunities should continued to be pursued in an effort to support the paid advertising.

>Target consumer trade shows in further drive market destinations in more affluent areas and activities.

>Combine efforts to reach leisure visitors in OSI feeder cities with meetings and corporate travel.

>Provide a platform for special educational emphasis in advertising for promoting the WorldRes system.

Sports & Leisure Golf

The Central Florida Sports Commission works in conjunction with the CVB to bring sporting events to Seminole County. More pre-event marketing to attendees would ensure increased hotel bookings especially for weekend business which is critical. Events will be channeled through the CVB to provide greater accountability. During event marketing would help to increase Seminole County exposure as well as offer an opportunity for attractions, shopping and dining venues more marketing value.

Leisure golf provides a viable market for Seminole County in critical periods such as weekends and shoulder periods. Increased participation with Golfpac will help fill in the gaps for hotels as well as add to their ancillary income such as food and beverage.

Preferred Audience within this target market –

Sports – Team sports with a 2-5 day tournament over the weekend 300-500 peak room nights. Extended family stays with pre and post stays. 1-2 Seminole County attractions and dining.

Leisure Golf – Weekend groups of golfers 2-3 peak room nights with heavy entertainment and dining.

>Survey the industry to determine the best types of cooperative opportunities for each sporting event.

>Regular sports meetings within the county will keep the industry up to date with events and facilities.

>Determine an incentive package for hotels to sign on with Golfpac especially to promote weekend business

Sales & Marketing Tools Analysis – What Will We Use To Get There?

Explore Seminole County Visitor Guide – This is the main piece of marketing collateral for Seminole County. It is targeted to the leisure visitor but is used for all market segments. This guide should include a component for Business Travel and a more developed section for trails, natural lands and parks.

www.visitseminole.com – Primary website for visitors. This site is currently targeted to the leisure visitor. It includes the WorldRes Booking Engine. The entire sight needs to be revamped and redirected to our new market segments with interactive programs to capture information.

www.northorlanohotels.com – Secondary website which prominently features the WorldRes booking engine. This site is search engine friendly and geared for hotel sales. This site is in need of heavy rotation in CVB advertising with a strong “Book It” message.

Seminole County Video – This six minute video highlights the county and is appropriate for all markets. It is evergreen in dialogue and image and doesn’t need to be redone for at least a year. Video is also available on www.visitseminole.com. Video will need to be customized and updates with new photography.

Trade Show Kites – Currently we have three trade show kites. The first includes generic leisure images. One contains nature imagery and graphics and the third is entirely devoted to sports. New kites can be easily produced for a low cost to target each of our new markets.

Promotional Items – Most items are geared toward the leisure market. While some of these items are necessary more items for Meeting Planners and Sports Organizers have been purchased.

Additional Needs

Comprehensive Meeting Space and Unique Venue Guide

Comprehensive Sports Facility Inventory

Comprehensive services guideline for industry to offer to incoming groups and meetings

Allied Membership program for convention services

New Seminole County Posters

Timeline – When Will We Get There?

Corporate Travel

Pre and Post Business Trip incentive program/Golfpac with extended family to be initiated by December 2003

Three combined corporate travel/meetings/leisure Seminole County industry cooperative Sales Missions to top OSI feeder markets by September 2004

Existing local HR Database to be updated and quarterly informational email blasts to be initiated by November 2003

Low cost cooperative advertisement placement in Florida business publications to continue throughout the year in a city by city rotation

Business Travel Portion of www.visitseminole.com up and running by February 2004 with a matching Visitor Guide component by December 2003

Meetings (Corporate, Government, Association, SMERF, Etc...)

Meeting space and unique event venue guide to be published by November 2003

Website version of meeting space guide to be initiated by February 2004

Research and attend at least three new shows for the 03-04 FY that reach the small to medium size meetings/SMERF market generating at least 700 more total leads.

Three combined corporate travel/meetings/leisure Seminole County industry cooperative Sales Missions to top OSI feeder markets by September 2004

Working foundation of Meeting Planner database completed by November 2003 with the first E-Blast communication distributed in January 2003

Allied Membership program for local services by June 2004

Host at least 3 MPI functions at various Seminole County by September 2004, generating at least 500 room nights by September 2004

Drive Market/Nature Niche/Leisure

Research and attend at least two new shows for the 03-04 FY that reach additional consumer drive markets with a nature slant.

Enhanced image campaign in place by November 2003

Continue current sales strategies by capitalizing on current relationships with Visit Florida, Orlando CVB, CF Regional Nature Heritage Committee, etc...

Team Sports and Leisure Golf

Sports facility inventory collateral piece by December 2004

Interactive website companion to printed sports facility inventory collateral piece by February 2004.

Sports marketing task force to be attended by local sports commissions, parks and recreation representatives.

Industry Hospitality Night with a sports focus by December 2003

Industry Hospitality Night hosted at a major golf club with and education component by Golfpac by March 2004.

Cooperative advertising program promoting summer golf in conjunction with Golfpac offered to the industry by April 2004.